



Update on the U.S. Standards Strategy and NIST Participation

eBusiness Standards Convergence Forum Meeting

May 6, 2005

9:00 am – 3:30 pm

Standards Are More Important Than Ever

- Standards are the rules of engagement that help everyday actions happen seamlessly
- Standards allow new growth for industry... and help customers maximize their existing IT investments while providing them with the most flexibility and choice for any technology decision that they make
- The pace of new standards being introduced to the market is accelerating not only within the IT industry, but within emerging markets and vertical industry segments as well

Relevance of the United States Standards Strategy to the eBSC Forum

- Recognition that Information and Communications Technology (ICT) consortia play a “new and novel role” in the global standard setting infrastructure
- Need for education and awareness by all parties
- The “Imperatives for Action” outlined in the Strategy are shared by both consortia and accredited standards-setting organizations

Purpose of the U.S. Standards Strategy

- To strengthen the standards system of the United States and all who benefit from it
 - Paints a broad picture of the standardization landscape
 - Sets down a statement of purpose, ideals and a vision for the future

- To establish an architecture or framework for achieving goals related to
 - the competitiveness of U.S. industry and vitality of the U.S. economy
 - achieving a balanced global trading system

Role of the American National Standards Institute

- Serves as national coordinating body for voluntary standards, conformity assessment and related activities
 - Responds to national needs
- Represents the U.S. in international and regional standards-setting activities
- Facilitates cooperation in establishing voluntary consensus standards
 - Domestic, regional and international activities
 - Comprises private and public sector interests
- Supports revision of the U.S. standards strategy by coordinating the input of all stakeholders
 - Assists in facilitation and mediation

Participation

■ Development Process

- Commitment that the NSS Committee and its subgroups have broad representation from the U.S. standardization community
- Conducted an open and transparent revision process, with an emphasis on inclusiveness
 - Andrew Updegrave invited to participate as a spokesperson for the interests of consortia
- NIST Role
 - Participate on US Standards Committee
 - Co-hosted public forum on the Strategy
 - Will work with other federal agencies on implementation

Participation

■ Public Review and Comment

- Ongoing outreach efforts designed to solicit a wide range of input from the U.S. standardization community
 - Web postings, media advisories, etc.
 - Sector Caucuses
 - Consortium Briefing and Working Session
 - National Association of Manufacturers
 - Others
 - Public Forum in Washington, DC – April 15, 2005
 - Comment period closed April 18, 2005

Highlights from draft revision – **Guiding Principles**

- Standards should meet societal and market needs and should not be developed to act as barriers to trade
- Strategy endorses globally accepted principles of the World Trade Organization Technical Barriers to Trade Agreement
 - Transparency
 - Openness
 - Impartiality
 - Effectiveness and relevance
 - Consensus
 - Performance-based
 - Coherence
 - Due process
 - Technical Assistance
 - Flexible
 - Timely
 - Balanced

Highlights from draft revision – **Recognizes Varied Approaches to Standardization**

■ The “Decentralized” Approach (United States)

- Bottom-up
- Private-public partnership,
led by private sector
- Dispersed
- Sectoral approach

■ The “Centralized” Approach (Europe and Others)

- Top-down
- Government-run
- Organized under a single,
central authority
- “One Size Fits All”

Highlights from draft revision – **Strategic Vision**

- Internationally,
 - Universal application of globally accepted principles
 - Government use of voluntary consensus standards
 - A diverse and inclusive system that supports flexibility
 - Sectoral approach to standards that meet global needs
 - Effective use of electronic tools to facilitate production and dissemination of global standards
- Nationally,
 - Cooperative U.S. process
 - Cooperation to reduce redundancy and overlap
 - Public and private sector management recognition and support for standardization efforts
 - Responsive system to address national needs, threats and goals

Highlights from draft revision –

Intended Audience

- Consortia
 - Viewed as an integral part of a diverse, inclusive and flexible U.S. standardization system
- Industry
- Government (federal, state and local)
- Public interest organizations and consumers
- Subject matter experts
- Standards developers
- ANSI

Highlights from draft revision – **Strategic Initiatives**

- Expectation that the new Strategy will contain roughly twelve (12) initiatives focused on:
 - Participation of government
 - Importance of health, safety and the environment
 - Responsiveness to consumer interests
 - Globally accepted principles for standards development
 - Government use of standards to meet regulatory needs
 - Preventing the use of standards as technical barriers to trade

Highlights from draft revision – **Strategic Initiatives** (continued)

- Initiatives (continued)
 - Outreach to promote consensus-based, market-driven processes
 - Efficiency in development and distribution of standards
 - Cooperation and coherence within the U.S. system
 - Standards education as a high priority
 - Stable funding models for the U.S. system
 - Response to emerging national priorities and converging/
cross-cutting technologies

Access and Inclusivity

- *Promoting a market-driven approach to standards*
- Imperatives for Action
 - Endorsement of a sectorally-focused, market-driven approach to standardization
 - Rapidly changing environment
 - New organizations
 - New modes of operation
 - New methodologies
 - Increasing awareness of the importance of standardization
 - Emerging national priorities require new standardization activities

Strategies and Tactics Discussed

- Stakeholders should
 - reinforce support for the sectoral approach to standards development
 - encourage standards developers to address the need for standards concerning both *emerging* and *converging* technologies

- Continue to improve the process and tools for the development and distribution of standards
 - Utilize technology to further improve issues such as timeliness, relevancy and compatibility

Strategies and Tactics Discussed (continued)

- Address the need for standards in support of emerging national priorities
 - Seek early collaboration among all stakeholders
 - Promote information-sharing to minimize overlap and duplication
 - Agree to seek (as appropriate) global solutions to national priorities

Global Trade and Market Access

- *Relationship of standards and government trade policy; reducing trade barriers through standards*
- Imperative for Action
 - Technical standards are becoming more prominent as potential barriers to market access for products and services
 - Need to
 - give more attention to impact of standards on market access
 - work more closely with government to address concerns

Coherence and Global Relevancy

- *Promoting the interests of U.S. industry and other stakeholders in domestic, regional and international standards-setting forums*
- Imperatives for Action
 - Investment by public and private sectors in the development of global standards is directly related to the health of the economy
 - There is no single approach to standardization that can be handed down to fit all needs
 - A market-driven, sectoral approach allows interested parties to address their own issues, develop efficient working methods that fit the problems at hand, and foster both innovation and competition.

Education and Outreach

- *Influencing international, national and regional standard setting organizations*
- Imperatives for Action
 - More users of standards are aware of their importance to trade issues and market forces than ever before
 - Outreach and technical assistance programs are very important
 - There is still a need to raise awareness of standards and conformity assessment issues within
 - corporate sectors
 - government
 - academic institutions

Optimizing Interactions in the Standards-Setting Infrastructure

- *Opportunities to influence congressional and government policy*
- Imperatives for Action
 - Users of standards are demanding a system that can produce and deliver standards with maximum efficiency and minimize cost
 - Intellectual Property Rights (IPR) and copyright issues are a major concern for stakeholders
 - IPR is a critical element of the business models of certain standards developers
 - Need to address issues such as financial support, funding, and the sustainability of SDO business models

Timeline

- Anticipated schedule

- **May 11, 2005**

- House Science Committee hearing on China, Europe and the use of standards as trade barriers – US Reponse

- **July 12, 2005**

- USSS Committee meets to consider final draft

- **July 28, 2005**

- Seek approval of ANSI Board of Directors, via Executive Committee

Next Steps

- All interested parties will be requested to determine appropriate implementation actions that address the tactical initiatives
 - Communication
 - Cooperation
 - Planning
 - Commitment

In the Longer Run

- Progress must be measured
 - ANSI will serve as the mechanism to coordinate, integrate and report progress at regular intervals
- The Strategy will need to be revisited and reevaluated



Reference Material

- www.ansi.org/nss
(link to the *National Standards Strategy for the United States* - first edition)
- www.ansi.org/usss
(link to a fact sheet on the current revision process, the draft text and information about the U.S. Standards Strategy Committee)